

Parliament Demographics

Parliament's median age has declined across all primary packings.

	Blue Kings Box (52% Franchise)	Blue 100s (28% Franchise)	Menthol Kings* (4% Franchise)
Gender:	Male: 45% Female: 55%	Male: 38% Female: 62%	Male: 60% Female: 40%
Median Age:	29	46	22
Race:	White: 85%	White: 89%	White: 90%
Income:	\$30K+: 61%	\$30K+: 61%	\$30K+: 90%
Education:	College: 59%	College: 55%	College: 60%
County:	A: 77% B: 13%	A: 66% B: 18%	A: 80% B: 10%
Region:	1: 87%	1 & 2: 67% 4 & 5: 31%	1: 80%

Source: Consumer Tracking, 12MM, May 1998

* Small Sample Size